

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 AID-20 CIAE-00 FRB-02 INR-10

NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03 CIEP-02

LAB-06 SIL-01 OMB-01 DRC-01 /103 W

----- 036634

R 051701Z NOV 73

FM AMEMBASSY BONN

TO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO USDOC WASHDC

SECSTATE WASHDC 8532

AMEMBASSY LONDON

UNCLAS SECTION 1 OF 2 BONN 15979

E.O. 11652:N/A

TAGS: BWXP, GW

SUBJ: DOLLAR/DEUTSCHMARK REVALUATION IMPACT SURVEY

REF: A. USDOC 16956; B. BONN 15646

1. FROM THE DISCUSSION AT THE BERCHTESGADEN CONFERENCE POSTS ARE AWARE OF THE PROGRESS BEING MADE BY INTERPLAN IN ITS STUDY FOR COMMERCE OF THE IMPACT OF PARITY CHANGES ON US EXPORTS TO GERMANY. THIS STUDY IS, HOWEVER, LIMITED TO FIVE TARGET INDUSTRY CATEGORIES OF INDUSTRIAL GOODS PLUS CONSUMER GOODS. AS INDICATED IN THE USDOC MESSAGE SENT TO THE POSTS FOR INFORMATION, WE HAVE BEEN ASKED BY COMMERCE TO CONSIDER SUPPLEMENTING THE SURVEY THROUGH COVERAGE OF ADDITIONAL TARGET INDUSTRIES IN ORDER TO PROVIDE A MORE COMPLETE PICTURE OF THE POST-DEVALUATION SCENE.

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2. SINCE THIS STUDY IS BEING GIVEN CONSIDERABLE PRIORITY

BY COMMERCE, THE EMBASSY BELIEVES IT WOULD BE DESIRABLE IF THE POSTS COULD CONTRIBUTE TO ITS EXPANSION ALONG THE LINES SUGGESTED IN THE REFERENCED USDOC. NOTE, HOWEVER, THAT THIS REPORT IS OPTIONAL, WITH THE DETERMINATION BEING LEFT TO EACH PRINCIPAL OFFICER.

3. IF WORKLOAD PERMITS, EACH POST SHOULD SELECT TWO PRODUCT LINES WITHIN THE INDUSTRY SECTOR UNDER INVESTIGATION (SEE PARAGRAPH 8 BELOW) WHICH, IN ITS ESTIMATION, ARE REPRESENTATIVE OF THE TYPES OF US PRODUCTS SOLD IN GERMANY. IF POSSIBLE, THE TWO SELECTED PRODUCT LINES SHOULD ALSO BE REPRESENTATIVE OF DIFFERING PRICE LEVELS, E.G. HIGH AND LOW, HIGH AND MEDIUM OR MEDIUM AND LOW.

4. FOR EACH OF THE TWO PRODUCT LINES SELECTED, FOUR INTERVIEWS WOULD BE HELD, TWO WITH END-USERS AND TWO WITH AGENTS, DISTRIBUTORS AND/OR REPRESENTATIVES. THIS LATTER CATEGORY COULD INCLUDE REPRESENTATIVES OF US FIRMS IN GERMANY AS WELL. THUS, FOR EACH INDUSTRY SECTOR INVESTIGATED, EIGHT INTERVIEWS WOULD BE HELD.

5. TO ASSURE CONSISTENCY WITH THE METHODOLOGY FOLLOWED BY INTERPLAN, A COPY OF THE QUESTIONNAIRE DEVELOPED FOR THIS STUDY IS BEING FORWARDED SEPARATELY. THE QUESTIONNAIRE HAS BEEN DESIGNED AS A GUIDE FOR THE INTERVIEWER AND IS NORMALLY NOT REPEAT NOT TO BE LEFT WITH THE RESPONDENT. WHILE IT IS RECOGNIZED THAT THE RESPONDENT WILL NOT ALWAYS BE ABLE OR WILLING TO ANSWER ALL OF THE QUESTIONS POSED, AN EFFORT SHOULD BE MADE TO OBTAIN AS MANY ANSWERS AS POSSIBLE. A COPY OF THE COMPLETED QUESTIONNAIRE SHOULD BE RETAINED BY THE POST AND TWO COPIES SHOULD BE FORWARDED TO BONN.

6. ON THE BASIS OF THE COMPLETED QUESTIONNAIRES, POSTS SHOULD PREPARE A WRITTEN NARRATIVE ABOUT THE IMPACT OF DEVALUATION ON THE INDUSTRY SECTOR UNDER INVESTIGATION. THIS NARRATIVE SHOULD BE WRITTEN ALONG THE LINES OF THE PRELIMINARY DRAFT REPORT PREPARED BY INTERPLAN WHICH IS ALSO BEING FORWARDED SEPARATELY. IT IS IMPORTANT NOT ONLY TO FORMULATE GENERALIZATIONS ABOUT DEVALUATION IMPACT, BUT UNCLASSIFIED

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ALSO TO GIVE SPECIFIC EXAMPLES WHEREVER POSSIBLE TO SUPPORT THESE CONCLUSIONS USING INFORMATION PROVIDED BY RESPONDENTS. COMPANY NAMES SHOULD NOT, HOWEVER, BE USED. THESE NARRATIVES SHOULD BE FORWARDED TO BONN IN THE SAME MANNER AS INDICATED ABOVE FOR THE QUESTIONNAIRES.

7. LISTED BELOW ARE THE INDUSTRY SECTORS WHICH REF. A, PARAGRAPH 2, SUGGESTS WOULD BE USEFUL ADDITIONS TO THE

STUDY, TOGETHER WITH AN INDICATION OF WHICH POSTS HAVE
PRIMARY SECTOR RESPONSIBILITY PER BONN OPERATIONS MEMORANDUM
OF MAY 2,1972, SUBJECT: BUSINESS CONTACT ACTIVITIES.
IN SOME CASES, WE HAVE INDICATED JOINT RESPONSIBILITY WITH
ANOTHER POST IN THE EVENT THAT THE RIGHT MIX OF PROSPECTIVE
RESPONDENTS IS NOT CONVENIENTLY AVAILABLE WITHIN THE DISTRICT
OF THE POST HAVING PRIMARY SECTOR RESPONSIBILITY. POSTS
HAVING PRIMARY RESPONSIBILITY, HOWEVER, SHOULD PREPARE THE
FINAL DRAFT OF THE NARRATIVE CONCERNING ITS INDUSTRY SECTOR,
AND SHOULD MAKE THE DECISION AS TO WHETHER IT IS NECESSARY
TO DIVIDE INTERVIEWING RESPONSIBILITY WITH ANOTHER POST.

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INFO USDOC WASHDC

SECSTATE WASHDC 8533

AMEMBASSY LONDON

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E.O. 11652:N/A

TAGS: BWXP, GW

8. ASSIGNMENT OF RESPONSIBILITY:

POST WITH PRIMARY	COOPERATING
INDUSTRY SECTOR	RESPONSIBILITY POST

FOOD PROCESSING &
PACKAGING MACHINERY BREMEN
COMMUNICATIONS EQUIPMENT BERLIN BONN (TRC)
MATERIALS HANDLING
EQUIPMENT HAMBURG
LABORATORY INSTRUMENTS STUTTGART
POLLUTION CONTROL EQUIPM. STUTTGART DUESSELDORF
BUSINESS MACHINES FRANKFURT
ADDITIONAL CONSUMER GOODS BONN DUESSELDORF
 AND MUNICH

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9. IT SHOULD BE STRESSED THAT THE WORKLOAD GENERATED BY THIS EFFORT SHOULD BE KEPT TO A MINIMUM. IT IS ANTICIPATED THAT POSTS ALREADY HAVE GOOD CONTACTS WHO CAN READILY BE INTERVIEWED AND WHOSE COOPERATION CAN BE EXPECTED. PERHAPS SOME OF THE QUESTIONS CAN BE ANSWERED BY THE POSTS THEMSELVES ON THE BASIS OF RECENT DISCUSSIONS WITH INDUSTRY REPRESENTATIVES SO THAT INTERVIEWS CAN BE RESTRICTED TO FILLING IN INFORMATIONAL GAPS. POSTS SHOULD ENDEAVOR TO CONTACT QUALIFIED RESPONDENTS WHO ARE CONVENIENTLY LOCATED THEREBY AVOIDING THE NEED FOR EXTENSIVE TRAVEL. IT HAS BEEN INTERPLAN'S EXPERIENCE THAT INTERVIEWS ARE BEST KEPT TO UNDER ONE HOUR. GENERALLY SPEAKING INTERPLAN HAS HAD LITTLE DIFFICULTY IN GAINING ACCESS TO GERMAN BUSINESSMEN QULIFIED TO ANSWER THE QUESTIONNAIRE.

10. IN CASES WHERE POSTS AGREE TO UNDERTAKE THIS WORK, THE COMPLETED QUESTIONNNNAIRES AND THE NARRATIVES SHOULD BE SUBMITTED TO THE EMBASSY BY NOVEMBER 23 COB. SINCE IT IS COMMERCE'S INTENTION TO PUBLISH A SUMMARY OF THIS INFORMATION IN "COMMERCE TODAY" SOMETIME AROUND THE END OF THE YEAR, THE EMBASSY WILL UNDERTAKE TO GET ALL MATERIAL INTO COMMERCE'S HANDS AS CLOSE TO THE DECEMBER 1 DEADLINE AS POSSIBLE. IT IS ANTICIPATED THAT DUE RECOGNITITON TO EACH POST'S EFFORTS WILL BE GIVEN IN THE "COMMERCE TODAY" ARTICLE.
HILLENBRAND

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